

March 2012

Missouri Press NEWS



St. Louis Post-Dispatch holds "birdday" party for the longest-running newspaper cartoon in America.

17



Marketing expert Bryna Krauth will be the featured presenter at the Missouri Advertising Managers' annual meeting April 19-20 in Columbia.

3



Governor speaks during Day at the Capitol

Gov. Jay Nixon addresses members of the Missouri Press Association and the AP in the foyer of the Governor's Mansion during the afternoon session of Day at the Capitol on Feb. 9. Guests had lunch in the mansion before the governor spoke and answered questions. More photos from the event are on pages 4 and 5.

Regular Features

President 2	Scrapbook 13
Obituary 7	NIE Report 16
On the Move 11	Jean Maneke 18



Get material at sunshineweek.org to observe National Sunshine Week March 11-17. The Missouri Sunshine Coalition will have a program March 15 at RJL in Columbia.

Time in state Capitol well spent

Bethany post office among those facing closure

Members of the Missouri Press Association spent a very stimulating couple of days rubbing shoulders with our legislators during the MPA Day at the Capitol. Many of us went armed with cameras and notepads, and we were able to come up with at least a couple of stories that we shared with our readers back home.

Our state representatives and senators — as well as agency officials, judges and lobbyists — were out in full force at our reception at the hotel. It gave us a chance to contact our legislators on a more informal basis and explain some of our positions on issues.

I tailed along as our executive director, Doug Crews, walked the corridors of the Capitol. We dropped by a House hearing on a bill that would restrict access to photographs from crime scenes. MPA attorney Jean Maneke was among witnesses testifying on the bill.

There was a very interesting discussion during a briefing the next morning in the Senate Lounge. An official from the state Department of Elementary and Secondary Education and legislative leaders discussed the challenges in funding the state's public schools. There was also a debate on the proposed super sales tax that would replace the state income tax, the so-called "fair tax" proposal.

Kathy and I enjoyed dining at the Governor's Mansion and listening to Gov. Jay Nixon's comments about the state of the state.

Some members of the Capitol press corps expressed their gratitude that the MPA made the event possible. They say they very rarely have the opportunity these days to engage in give-and-take with the governor, who tends to avoid holding news conferences outside a staged event or an announcement about one issue or another.

After we returned home, we saw firsthand some of the challenges we are all going to have in working with our post

offices. We were informed that the USPS is considering a proposal to remove the mail carriers and clerks from our hometown Bethany post office and transfer them to the Albany post office, about 18 miles away. If this occurs, we will have to drive our newspapers to the Albany office so our papers can be sorted and returned back to Bethany for delivery to our subscribers.

Our Chamber of Commerce has been galvanized to oppose any changes in our post office's operations. Our congressional delegation has been notified about the plans and has promised its support.

It just goes to show that we are going to have to remain vigilant about what's coming down the pike from the U.S. Postal Service. From the elimination of Saturday mail to the closing of many small post offices and processing centers, our lives are going to be more complicated as we deal with the post office.

On that note, I urge you to keep on the lookout for announcements about regional press association meetings and seminars. They provide a good way to network with your colleagues and discuss new ideas and ways to make money.

The regional association meetings are inexpensive and nearby, offering you perfect opportunities to gather, learn and talk.

MPA's education director, Dawn Kitchell, has been setting up other training programs for you. Attend when you can!

MPA advertising director Greg Baker has been holding meetings around the state telling area newspaper staffers about selling political advertising and using research that shows local newspapers are the best source of information for voters. He'll have one of those sessions in Bethany on March 15.

We also urge you to sign up for the Missouri Advertising Managers' Association meeting in April in Columbia. Details are right over there on the facing page. Register today!

Hope to see you down the road.



Phil Conger
Bethany Republican-Clipper
MPA President



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Attend MAMA meeting in April

Many of you produced terrific advertisements or campaigns in 2011. You could win a little extra cash for that effort if you submit your advertising idea to the Missouri Advertising Managers' Association.

All ideas submitted will be presented and voted on at the annual MAMA meeting April 19-20 at the Courtyard by Marriott in Columbia.

Mail or email your entry for the Great Idea Session before the meeting so it can be prepared for presentation. Or take a detailed description and sample copies to pass around to attendees.

Send your ideas to Greg Baker at gbaker@socket.net, limit one entry per attendee. Entries will be voted on by all attendees of the meeting.

The speaker for this year's meeting will be marketing specialist Bryna Krauth. She is president of Organic Marketing and has spent the past 15 years in media and marketing.

The MAMA meeting will begin after noon on Thursday and adjourn around noon on Friday, so those who attend can drive to Columbia Thursday morning and drive home Friday afternoon.

While they're in town Thursday evening, the MAMA guests will visit the Déjà Vu Comedy Club in downtown Columbia to see Josh Blue, a winner of

Your great ad idea
could win you cash
at the Ad Managers'
meeting in Columbia



Bryna Krauth



NBC's Last Comic Standing.

The ad meeting will open at noon on Thursday with Missouri Press legal counselor Jean Maneke, who will address current issues affecting newspaper advertising.

That will be followed by the Great Idea Session. You could win \$20, \$30 or \$50. Send in your entry!

After the ideas session, Krauth will talk about "All Things Digital," helping advertisers grow revenue using social media, websites and blogs.

At dinner Thursday evening, awards will be presented to the winners of the 2012 Better Ad Contest.

Sessions will resume at 8 a.m. Friday with "Becoming a Brand Expert." This session will help you construct brand-building programs for clients.

That session will be followed by "Strategic Marketing Plans." You'll learn how to help advertisers build multi-media marketing strategies by using everything from traditional media to new media.

Krauth began her career in the media industry in 1994. Most recently she was the publisher of *Steamboat Pilot*, *Steamboat Today*, and *Hayden Valley Press*. She was the publisher of numerous magazines and websites, including *Yampa Valley Real Estate*, *At Home in Steamboat*, *Colorado Hunter*, steamboatpilot.com and exploresteamboat.com.

She has worked and lived in north-west Colorado since 1996, and during that time specialized in implementing new revenue-generating products for the news organization and leading a team of advertising consultants. She has held nearly every management position in the newspaper business and is a past member of the board of the Colorado Press Association.

A registration form for the meeting and an agenda can be found at mopress.com/current_forms/php.

Nominate people for Young Journalist awards, two Halls of Fame

Missouri Press is taking nominations for the 2012 Young Journalists of the Year and for induction into the Missouri Newspaper Hall of Fame and the Missouri Photojournalism Hall of Fame.

Nomination forms for all three are at mopress.com/current_forms/php. Or contact the MPA office and ask that forms be sent to you.

Nominations must be in by April 30.

The Young Journalist awards and both Halls of Fame depend upon nominations to recognize those who deserve to be honored.

Tornado video will debut May 3

The Missouri Press Association will show its documentary film "Deadline In Disaster" about the Joplin tornado on May 3 in the Missouri Theater in Columbia.

The hour-long film spotlights *The Joplin Globe*, its staff and its service to the Joplin community after the May 22, 2011, tornado that killed 161 people and destroyed a third of the city, including the high school and a hospital.

Beth Pike, Stephen Hudnell and Scott Charton directed, shot and edited the video. That's the team that produced the MPA's Emmy-winning film

"Trustees for the Public" in 2008.

The program will begin with a reception and silent auction at 6 p.m. The film will be shown at 7, followed by a question-and-answer session with members of *The Globe* staff. An informal gathering for visiting will be held after the program.

Tickets cost \$10 per person and will be available at the door. The Missouri Theater is at 9th and Locust streets in downtown Columbia, a block east of the MPA office.

The film will be shown on May 24 at the restored Fox Theatre in Joplin.



Guests at the annual MPA/AP Day at the Capitol on Feb. 9 gathered in the Senate Lounge to hear legislators and others talk about current issues. After the AP held a Media Editors awards breakfast in a House hearing room, guests heard Sen. Kurt Schaefer and Sen. Tim Green talk about the state budget. After that, Sen. David Pearce, Sen. Eric Schmitt, Rep. Mike Thomson and Dr. Ron Lankford, of the Department

of Elementary and Secondary Education, talked about the school funding formula. In the final morning session in the Capitol, Anne Marie Moy of Missouri Taxpayer Relief, and Jim Moody of Missourians for Fair Taxation, debated the pros and cons of the initiative petition proposal to amend the state Constitution to do away with the state income tax and replace it with a higher state sales tax.

MPA/AP Day at the Capitol



MPA President Phil Conger, Bethany, front right, and his wife, Kathy, front center, joined Gov. Jay Nixon and his wife, Georganne, back center, at lunch in the Governor's Mansion during Day at the Capitol. Others at the table are MPA First Vice President Mark Maassen, Kansas City, hidden left; 2009 MPA President Vicki Russell, Columbia, left; *Joplin Globe* editor Carol Stark, talking with Gov. Nixon; and 2007 MPA President Dave Bradley, St. Joseph, hidden right.



Gov. Nixon spoke briefly and then answered questions after lunch in the Governor's Mansion. MPA ad director Greg Baker asked the governor if he plans to use newspaper advertising in his campaign for re-election this year. Gov. Nixon said he always has used newspaper advertising and he intends to continue doing so.



Day at the Capitol guests had the usual bountiful lunch buffet, complete with cobbler and ice cream, in the Governor's Mansion. Missouri's governors and first ladies have been hosts for MPA and AP for many years for lunch in the Mansion during Day at the Capitol. Missouri Press held a reception for legislators the previous evening in the DoubleTree Hotel in Jefferson City. More than 100 legislators attended.

Jim Moody of Missourians for Fair Taxation spoke against the "fair tax" issue at Day at the Capitol. He said the proposal does not spell out what goods and services would be taxed and which wouldn't (advertising would), the proposed sales tax would not bring in enough revenue and it would disproportionately impact the poor and middle class.



"Fair tax" proponent Anne Marie Moy said eliminating the state income tax would create jobs by making Missouri more attractive to business and industry. Powerpoint slides used by Moy and Moody can be seen on the MPA website at http://www.mopress.com/legislative.php?blog_id=64.

Contest fee raised to \$7 per entry

Rules for this year's Better Newspaper Contest remain substantially the same as last year, but the fee has been raised from \$6 to \$7 per entry.

A conference call of the Contest Committee was held Feb. 3 to set the rules for this year's Missouri Press Foundation contest. Rules and categories have been sent to newspapers, and they are on the MPA website at mopress.com/BNC.php.

Missouri Press last year invited members to email suggestions for the contest and to participate on the Contest Committee. All comments were presented to the committee for consideration.

The committee left circulation classes as they were last year, this being only the second year for these firm circulation classes.

MPA staff was given discretion to combine circulation classes in categories where the numbers of entries is very low. Weeklies classes: 0-2,000; 2,001-4,000; 4,001-8,000; 8,001-over;

Dailies classes: 0-5,000; 5,001-15,000; 15,001-over.

Last year some of the categories in the smallest weeklies class had zero or few entries. The committee encourages more small papers to enter the contest, which is a primary goal of setting the circulation classes.

Committee discussion included many of the issues that arise every year, such as putting smaller daily papers in the same class as the two large metro papers, adding or deleting categories, and types of awards to present.

Because few entries were received in Family Living Coverage and Coverage of Young People categories last year, they were combined into one category — Best Coverage of Community/People/Lifestyles.

In some categories last year judges did not select first-place winners. The committee wants judges to be instructed to select at least a first-place winner regardless of the number and quality of

the entries. (Members of the Wisconsin Newspaper Association will judge this year's entries.)

Newspapers that enter the contest are strongly encouraged to read the rules for entering. The rules will answer many of the questions you might have about entering the contest, and they explain how entries should be prepared and shipped.

These members of the Contest Committee participated in the Feb. 3 telephone meeting: Committee chair Buck Collier, *New Haven Leader*; Bill Dalton, *Kansas City Star*; Rick Jackoway, Missouri Lawyers Media, St. Louis; Bob Satnan, *Sedalia Democrat*; Ron Schott, *Vandalia Leader*; Becky Holloway, *Tipton Times*; Diane Lowrey, *Trenton Republican-Times*; Jack Miles, *Warrensburg Daily Star-Journal*; Dave Marner, *Owensville Gasconade Co. Republican*; Doug Crews and Kent Ford, MPA, Columbia.

MDC media staff can help you cover news about outdoor Missouri. Topics for next month include:

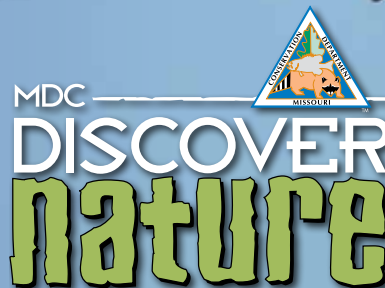
- MDC 75th focus: healthy forests
- Turkey hunting clinics for spring turkey season
- Trumpeter swans visit Missouri
- MDC has help for nuisance wildlife problems
- Spring snow goose hunting/migration
- Vulture Venture in the Southwest Region
- Missouri National Archery in the Schools Program (MONASP) regional tournaments

For more information, contact

Jim Low
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573-522-4115 x3243
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News still matters; attend RJI sessions

March 9 workshop
will feature four instructors
from Journalism School
to sharpen your skills

Editors — and reporters too — can enhance and polish their skills in a March 9 program at the Reynolds Journalism Institute on the MU campus in Columbia.

MPA's 2012 Editors Seminar: Skills for Today and Tomorrow will be held from 10 a.m. to 3 p.m. Lunch will be provided. The registration fee is \$50.

A registration form is at mopress.com/current_forms/php.

Sessions, taught by print and digital news faculty at the School of Journalism, are designed to sharpen the skills of editors and others who work in your newsroom.

Topics:

- **Bringing government stories to life.** Far too many of these stories are told from top-down, the official points of view. Many of them have compelling human angles, but reporters must learn to identify them and the real people affected by the action. This session will focus on sourcing and reporting stories to capture the interest of ordinary readers. (Presenter: John Schneller)
- **Writing better headlines for print**



John Schneller



Frank Russell



David Herzog



Joy Mayer

ment agencies are a gold mine of stories that never see the light of day. Many reporters never think to ask for data because they don't know what's available or they're intimidated by the prospect of analyzing the data. But many great stories can be told without advanced database skills.

This session focuses on developing local story ideas, finding and obtaining data, and turning it into stories. (Presenter: David Herzog, creator of OpenMissouri.org)

- **How to use social media platforms to engage and report.** From the biggest newspaper to one-person blogs, news organizations need to put engagement at the heart of their reporting efforts, and social media enable that effort. This session will teach participants how to create engagement by developing conversations with readers, and how to use social media tools to find story ideas and sources. (Presenter: Joy Mayer)

and digital. Headlines are the best read content in newspapers, but sometimes they get the least amount of thought and attention. This session will focus on how to write heads for impact in print, and how to write heads that will capture search engine traffic on the web. (Presenter: Frank Russell)

- **How to find local stories in data.** Public records maintained by govern-

Obituary

Lee's Summit

Anna Wempner

Aнна LoRaine Triggs Wempner, 99, died Jan. 31, 2012, at John Knox Care Center, Lee's Summit.

Mrs. Wempner was a graduate of LaPlata High School. She was married to Orville Triggs, and they co-owned and operated *The Oak Grove Banner*.

She later married Walter Wempner.

Survivors include two stepchildren, three grandsons and eight great-grandchildren.

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Repeal statute allowing 'non-elections'

By **DAVE MOLLER** / *Louisiana Press-Journal*

A not very well known Missouri law with good fiscal intentions but potentially terrible political ones has allowed five Pike County special districts to not hold elections this year, and they will not appear on the ballot.

The law allows those districts to save money by staying off the ballot if there are not enough candidates for a true race. Like everyone else, most small government entities are hurting for cash these days, and we're somewhat glad the small districts don't have to spend

money to be placed on the ballot. We also have no evidence these districts are trying to deceive the voters by declaring no election to the county clerk's office.

However, there is a huge and dangerous caveat here.

The law allows candidates and officials to urge others to not run against entrenched incumbents in order to save cash-strapped districts money. ...

It's not hard to envision a scenario where district officials would place a guilt trip on someone who was planning to file and cause a race the board

has to pay for.

The prospective candidate could be cajoled to not run, or even threatened with the political fallout of causing the race to occur.

We wish the state legislature would repeal the law ...

It also occurs to us that without newspapers pointing this out, small rural districts could go years with the same board members with no elections for the public to usher in new and younger thoughts.

It can also lead to secret government.

Sources and Resources for Missouri Newspapers



Missouri State Medical Association

For information about health care, contact:

Lizabeth Fleenor
 Director of Communications
 Managing Editor, Missouri Medicine
 800-869-6762
 lfleenor@msma.org • www.msma.org


Socket 1-800-762-5383



Tech Talk
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Missouri Farm Bureau

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86% of voters read local newspapers

ARLINGTON, Va.—A new survey of U.S. voters' media use demonstrates the advantages newspaper media hold in connecting political advertisers — election campaigns and issues advocates — with registered voters, the group most likely to vote.

Results of this study confirm results of similar studies done in the past few years.

The *American Voters Media Use Study*, conducted by Moore Information, shows that 86 percent of registered voters read newspapers in print or online. Ninety-one percent of voters who contributed money to a campaign read online or print newspapers.

"Cutting across party affiliations and age groups, it's clear that newspapers and their digital platforms provide a superior medium for advertising that supports election campaigns and drives awareness of the issues," said Caroline Little, president and CEO of the Newspaper Association of America.

"Whether measuring perceptions of trust and reliability or use of the me-

"Campaigns need look no further than their local newspaper."

dium's digital and mobile platforms, newspapers have a clear advantage in reaching and motivating those highly likely to vote. Campaigns and advocates seeking effective advertising to reach their target audiences need look no further than the local newspaper."

Key findings of the Moore Information study include:

- 86% of voters who cast ballots in the last local election read newspapers in print or online, regardless of party.
- 79% of voters ages 18 to 34 read newspapers in print or online.
- Newspapers and their websites consistently outscore other media for being "reliable," "accurate" and "in-depth" about local civic and political issues.
- Newspaper political advertising is

the least "annoying" of any medium. 54% of voters rate local TV political ads as "annoying." Only 18% of voters say the same for local newspaper ads.

• Among voters who plan to use mobile devices for campaign and election news, 58% plan to turn to newspaper sources. That number rises to 62% among the 18-to-34 demographic.

• 91% of voters who contribute to campaigns read papers in print or online.

Moore Information, which specializes in opinion research for political campaigns, ballot measures, corporations, nonprofits and government agencies, conducted the *American Voters Media Use Survey* for NAA of 2,000 registered voters after the New Hampshire primary and before the South Carolina primary.

A summary presentation on the *American Voters Media Use Survey* is available at www.naa.org/political.

NAA is a nonprofit organization headquartered in Arlington, Va., representing nearly 2,000 newspapers in the United States and Canada.

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Larry Freels retires after nearly 50 years with Missouri newspapers

For nearly 22 years Larry Freels oversaw the production of news at the *Kirkville Daily Express*. He directed news staffs, composition employees, pressmen, sales representatives and more.

Freels guided the *Daily Express* through the transition from its long-time ownership by the Swain family to the American Publishing Co. in 1990. Now, the *Daily Express* is undergoing another transition as Freels retired Jan. 31 after almost 50 years in the newspaper business.

Carol Ann Freels, his wife and long-time business manager at the *Daily Express*, died Jan. 23 after a lengthy battle with cancer. They worked alongside each other at the paper for 22 years.

"I was saddened by Larry's decision to retire and his wife's recent passing, but I celebrate their contributions to Kirkville, especially their dedication

Shelbina native worked at newspapers in several communities before joining American Publishing and moving to Kirkville in 1990

and loyalty to each other, to their family, to the newspaper and to the community," said Judy Tritz, *Daily Express* editor from 1990 to 2003.

George Wriedt is now the general manager of the *Daily Express*. He said that when he started working in sales at the newspaper in 1993 he knew nothing about the business. That quickly changed, he said, and he learned this was more than a job.

"Larry told me the newspaper is not your job ... it's your life," Wriedt said.

Freels, a native of Shelbina, attended Clarence High School and began working part-time at the *Clarence Courier*, a weekly newspaper, as a sophomore. He graduated in 1960 and received a scholarship from the Missouri Press Association to attend the University of Missouri Linotype School.

When he finished, Freels split his time between work at the *Courier* and *Shelbina Democrat* before taking on full-time duties at the *Democrat*. He then worked at the *Monroe City News* before returning to the *Democrat*, where he met and married Carol Ann Purdy of Shelbina.

Freels enlisted in the Army in 1967 and spent 13 months as a combat medic in Vietnam. He returned in 1969 and was stationed at Fort Leonard Wood.

His wife had taken a job at the *Gateway Guide* in nearby Waynesville.

He soon found himself working at the paper when he got off duty at the fort. The couple remained at the *Guide* when Freels left the service in the summer of 1970. He became general manager in 1974 and the paper converted to a daily.

Freels left newspapers from 1985-1990 and worked in retail management before taking a job with American Publishing Co. in March 1990, a few months before the company purchased the *Daily Express*. The Freels moved to Kirkville that August.

At Freels' request the *Daily Express* kept his departure low key.

Rod Dixon, GateHouse Media's group publisher for the papers in Chillicothe, Brookfield, Moberly and Macon, now is also the publisher of the *Daily Express*. (From a *Daily Express* story by managing editor Jason Hunsicker.)



Larry Freels

Lee refinances debt, emerges from bankruptcy

A federal judge in Lee Enterprises' bankruptcy case confirmed the newspaper publisher's reorganization plan, and Lee exited bankruptcy on Jan. 30.

Lee, based in Davenport, Iowa, owns the *St. Louis Post-Dispatch* and 47 other daily newspapers. It filed for Chapter 11 bankruptcy on Dec. 12 in an effort to refinance about \$1 billion in debt.

Lee, one of the nation's largest newspaper chains, struggled last year to refinance its massive debt load before a maturity date in April. Much of that debt came from Lee's 2005 acquisi-

*St. Louis Post-Dispatch
owner still owes
about \$1 billion*

tion of Pulitzer Inc. for \$1.46 billion, which included the *Post-Dispatch* and 13 smaller daily papers nationwide. An effort by Lee to issue junk bonds last spring failed.

When it filed its pre-packaged bankruptcy, Lee said it had secured agree-

ments with 97 percent of its creditors to refinance its debt. Unanimous approval was necessary for the refinancing, so Lee filed its voluntary bankruptcy petition, predicting it would exit bankruptcy in 60 days or less.

Unlike most companies in bankruptcy, Lee shed no debt. Rather, it will pay higher interest on all of the money it owes, with rates jumping from 5.1 percent to 9.2 percent.

In approving Lee's reorganization plan, Judge Kevin Gross said lenders overwhelmingly approved of the new terms. (*St. Louis Post-Dispatch*)

On the Move

• **Minneapolis** — Randy Picht, newspaper product manager for The Associated Press, has been named chief of bureau for a new Midwest territory that includes Minnesota, Nebraska, North Dakota and South Dakota. He is based in Minneapolis.

Picht, 52, began his AP career in Albany, N.Y., in 1983 and worked in bureaus in Rochester, N.Y., St. Louis, and Kansas City, before transferring to New York as business news editor in 1997.

In 2003, Picht was named to lead Capitolwire, an Internet start-up business purchased by the AP. He was appointed chief of bureau for Missouri and Kansas in 2005 before taking on a series of special assignments for the AP beginning in 2008.

• **Warrenton** — Debbie Hinrichs has joined *The Warren County Record* as its Record In Education sponsorship coordinator. She will raise funds to support the newspaper's literacy programs, which include the weekly delivery of 1,598 papers to 81 teachers in nine area schools.



Debbie Hinrichs

Hinrichs, of Marthasville, retired in September as the circuit manager for the Missouri Social Services Children's Division in the 45th Judicial Circuit representing Lincoln and Pike counties. She held that position since 2003. Before that she was the Warren County director for the Children's Division for two years.

• **Ash Grove** — Gail Smith, a veteran of southwest Missouri weekly newspapers, has joined the staff of the *Ash Grove Commonwealth* and Willard *Cross Country Times*. Mrs. Smith and her husband, the late Jimmie A. Smith, who died in spring 2011, published weeklies in Republic and Willard for many years.

• **Camdenton** — Melissa Carroll,



Melissa Carroll

has joined Lake Media as the group advertising director. She oversees the sales and marketing of all Lake Media newspapers, magazines and online products: *Lake Sun*, *Lake Lifestyles*, *Focus*, *Westside Star*, *Weekly Standard*, *Vacation News*, LakeNewsOnline.com, TheLakeOnline.com and a number of other specialty publications.

Carroll is a 1992 graduate of Fulton High School and a 2003 business administration graduate of Columbia College. She previously worked for *LO PROFILE* magazine and Lake Printing.

• **Jefferson City** — Wes Duplantier, who has worked for several mid-Missouri news outlets, The Associated Press among them, has returned to his role as a state government reporter with the AP for the 2012 legislative session.

Duplantier, 21, an English major at the University of Missouri, originally joined the AP in Jefferson City to help cover the 2011 session. He is a native of Palo Alto, Calif., and has worked for the *Jefferson City News Tribune*, *Missouri Life* magazine, *The Mexico Ledger* and *The Sedalia Democrat*.



Kobie Langford

• **Joplin** — Kobie Langford has been hired by the Joplin *Tri-State Business Journal* as an ad rep. He previously worked at Lakeland Office Systems.

• **Licking** — Debbie Dakin has been named managing editor of *The Licking News*. She has worked for the newspaper for 8-1/2 years and replaced Angela Barnes, editor for the past six years, who planned to move away.

Durga Walker, who had been working part time, now works full time as a news and feature writer.

Joining Dakin and Walker in the Licking office is intern Skyler Huff, a senior at Licking High School.

• **Perryville** — Reporter Amanda Keefe, 23, St. Louis, has joined the staff of the *Perry County Republic-Monitor*.

Keefe, a journalism graduate of Webster University, was the editor of the university paper for more than two years. She attended St. Louis Community College-Meramec before attending Webster.

Nicole Richardet, 23, has joined the *Republic-Monitor* as an ad rep. She's a native of Perryville and a 2011 communications graduate of Southeast Missouri State University in Cape Girardeau.

Richardet and her fiancé live in Biehle. They are planning a May wedding.

• **Eldon** — Eldon native David Vernon has joined the ad sales staff of the *Advertiser* and the *Miller County Autogram* in Tuscumbia.

For nine years Vernon worked for the state as a victims services specialist, acting as liaison between victims of felony crimes and the state.

Vernon, a distant relative of the Vernon family that owns the papers, has two daughters and two stepsons. His wife's name is Allie.

• **St. Louis** — Jennifer Wood has been named publisher of the Suburban Journals of Greater St. Louis, replacing Dave Bundy, the new editor of the *Lincoln Journal Star* in Nebraska.

Wood has served as senior vice president of advertising at the *St. Louis Post-Dispatch* since 2010.

The Suburban Journals and the *St. Louis Post-Dispatch* are owned byavenport, Iowa-based Lee Enterprises.



Amanda Keefe



Nicole Richardet

Springfield center will close

The United States Postal Service said in a news release Feb. 23 that later this year it will move mail processing operations in Springfield to Kansas City.

"Consolidating operations is necessary if the Postal Service is to remain viable to provide mail service to the nation," said Chief Operating Officer Megan Brennan.

Consolidation with a facility 180 miles away could end next-day delivery of first-class mail and timely delivery of newspapers.

Sending mail to Kansas City and then trucking it back could mean two- or three-day delivery, regional postal manager Gail Hendrix said during a session in Springfield a few weeks ago.

No changes to the Springfield Post Office Retail unit or the Business Mail Entry unit are planned at present, the news release said.

Along with wanting Congress to relax pension rules, the postal service wants approval of five-day service and other economizing measures, such as consolidation.

Nevada Daily Mail using yard signs to promote itself

Yard signs are nothing new, except when used like this.

"Spreading the news about what's going on in your community is what we're all about," *Nevada Daily Mail* publisher Julie Simpson wrote. "So ... we'll be spreading the news in a whole new way. We've found a way to get the word out about your local newspaper and to say thank you to some of our loyal subscribers at the same time."

"Yard signs will be popping up in town that say, 'I (heart) NDM.' Gracious subscribers have given the *Daily Mail* permission to put up the signs, and the newspaper is thanking them with a free, two-week extension on their subscriptions. Plus, some of their neighbors will be getting issues of the *Daily Mail* absolutely free in their mailboxes for two weeks," Simpson wrote.

"Local newspapers are a cornerstone of community support, and in many cases the only regular and constant source for the local news.

"The effort, too, helps to promote literacy in the community and is a big thank-you to readers of all ages for their support. As *Daily Mail* marketing director Marcia Lawrence was placing some of the signs, a group of children ran up to her, pleased that they and their families were being recognized.

"It's a fun way thank everyone, and to remind our readers of the great value the *Daily Mail* has been for all these years," said *Mail* editor Lynn A. Wade.

"You get feature stories about interesting things you never knew about people in this area, school news, sports, records like births, deaths, and police reports, government news, comics, lifestyle news, puzzles, special coverage of timely topics from time to time, plus information you need to know about sales, specials and other offers from local businesses. It's all delivered to your mailbox, five times a week."

The signs and free sampling moved into other areas of the community. (*Nevada Daily Mail*)

MPA members just want papers delivered on time

Most MPA members who responded to an email survey about the Postal Service prefer that the association "advocate for USPS commitment to timely and accurate delivery of newspapers."

That was the top priority for 25 of the 39 responses to the early-February survey (see the chart).

Missouri Press surveyed its members with similar questions several weeks earlier. Responses to that survey were reviewed by the MPA board of directors at its meeting on Feb. 8 in Jefferson City.

Board members requested the second survey combining some of the questions from the first to provide a clearer picture of members' priorities.

A number of people who responded included "additional thoughts" along with their priority rankings.

One person noted that with timely

and accurate delivery of newspapers, six-day delivery and keeping processing centers open would not be issues.

That seems to sum up the thinking of most who responded to the survey. They are concerned about results more than the process.

Regarding the question about six-day, Monday-Saturday delivery, one person noted that if delivery falls to five days a week, mail delivery on Monday should be dropped rather than Saturday. We already get no mail on the many Monday holidays in the calendar.

The same person suggested closing small post offices to save money and contracting with local businesses to handle that mail (this is being considered by the Postal Service).

The results of the survey and all of the comments are on mopress.com.

Hiker/biker, sports fan blog in Kirksville

The *Kirksville Daily Express* recently launched its Community Blog section with two local writers sharing their thoughts.

One of the bloggers writes about biking and hiking around Kirksville.

The other writes about local, college and professional sports.

Readers were invited to follow the blogs, contribute their comments and become bloggers themselves.

Scrapbook

• **Washington** — *The Missouriian* has partnered with Legacy, a provider of online obituaries for the newspaper industry. It adds features to the obituary and death notices section at emissourian.com.

Paid obituaries now can have photos, readers can sign an online guestbook, and they can search for obituaries by name or location.

• **Piedmont** — The *Wayne County Journal-Banner* on Feb. 23 published a section titled "Think Local, Buy Local." It contained interviews with mayors and civic leaders from Piedmont, Greenville, Patterson, Williamsville, Mill Spring, Des Arc and Annapolis.

They talked about what new projects are in the works and their thoughts and ideas on what the year will hold for their towns and Wayne County. Feature stories about the communities, their history and claims to fame, were included in the section, along with man-on-the-street interviews.

The paper asked readers to submit their ideas about their communities' claims to fame and what made them unique.

The section kicked off a year-long campaign by the paper to remind readers to shop locally.

• **Lexington** — *Kansas City Star* columnist Charles W. Gusewelle was the guest speaker at the Kids First Education Foundation of Wellington-Napoleon School District's seventh annual Foundation Banquet in February.

Funds raised by the foundation assist in classroom instruction, academic and industrial scholarships in the district.

• **Webster Groves** — *Webster-Kirkwood Times* editor-in-chief Don Corrigan took to the airwaves Jan. 12 as part of a panel discussion on community journalism and the role of community newspapers in the digital age.

St. Louis On the Air host Don Marsh of 90.7 KWMU welcomed to his studio for the discussion Corrigan and journalists Jill Moon of *The Alton*

Telegraph and Bill Miller Jr., general manager of *The Washington Missouriian*.

• **Hannibal** — The *Courier-Post* joined with the Retired Senior Volunteer Program and Kids in Motion — both branches of Douglass Community Services — in sponsoring the Backpack Program at Hannibal Middle School.

The program provides food and other essentials for children from needy families to take home from school each weekend.

• **Marshfield** — The *Marshfield Mail* introduced digital subscriptions on Feb. 8. Home delivery subscribers of the print paper can receive the digital edition at a substantially reduced rate and full access to the paper's website.

• **Harrisonville** — The *Cass County Democrat-Missourian* received a first-place McClatchy President's Award in photography in February. The *Lee's Summit Journal* won an honorable mention in photography.

The awards, in McClatchy's community newspaper division, recognize the best journalism at the company's non-daily papers. They were among 10 awards presented.

Stephanie Yeagle's photograph of two football players in a moment of despair as their team lost in overtime won the first-place honor.

Julie Scheidegger's photo of a woman observing the 10th anniversary of 9/11 received the honorable mention award.

• **Seneca** — The *News Dispatch* has scheduled forums in March for those seeking positions on the Seneca school board and the Seneca city council.



Missouri Press Foundation

These individuals and organizations made recent contributions to Missouri Press Foundation. Donations to the Foundation are wonderful tributes to Missouri newspaper people, and they support programs that advance the newspaper industry in Missouri.

To make a donation with a credit card, call (573) 449-4167, or send checks to Missouri Press Foundation, 802 Locust St., Columbia, MO 65201.

Missouri Press Foundation

Times Tribune, Grant City

Warren County Record Newspaper in Education Program

Harris Automotive & Tire, Wentzville
American Bank of Missouri, Wright City

Republic Monitor Newspaper in Education Program

Vance Chiropractic Clinic, Inc., Republic

St. Louis Post-Dispatch Newspaper in Education Program

The Missouri Valley Conference, St. Louis
Missouri Baptist University, St. Louis

Missouri Photojournalism Hall of Fame

Mr. and Mrs. William L. Miller, Sr., Washington



Fair raises money for Friday Backpacks

Representatives from a local florist serve cupcakes to visitors at the 18th annual Leader Wedding Fair on Jan. 29. Sponsored by Leader Publications in Jefferson County, the fair attracted nearly 70 vendors and more than 1,000 guests. It brought in \$2,265 for Friday Backpacks, a countywide program that provides food for needy school children to take home for the weekend. To help promote the Wedding Fair, Leader Publications produced a special section, inserted in the *Arnold-Imperial Leader* and the *Jefferson County Leader*, with advertisements from vendors and news stories about the event and wedding planning. Readers submitted stories about the most romantic things their partners ever did. Stories and photos were included in the special section, and those who participated had a chance to win \$200 in a drawing. Photos from the Wedding Fair can be viewed at myleaderpaper.com. (Leader Publications photo)

The school board forum will be March 12 at the board of education office. City council candidates will talk about issues on March 19 in City Hall.

Publisher Jimmy Sexton will moderate both forums.

- **Tuscumbia** — The *Miller County Autogram-Sentinel* and other Vernon Publishing Co. papers held a Valentine's Day contest with area advertisers.

Readers wrote their names and phone numbers on special heart advertisements in the paper and dropped them in boxes at participating businesses.

Each business held a drawing, and one person won the grand prize of a night's lodging at Tan-Tar-A Resort in Osage Beach.

- **Butler** — Eddie Herrman on Jan. 13 retired his "Herrman's Historical Happenings" column from the *News Xpress* after 27 years. He had written the column since just after the newspaper started in October 1984.

- **Joplin** — Dave Woods, market development manager for *The Joplin Globe* and its website, attended the Maynard Institute for Journalism Education's Media Academy in January and will return for another session in March at Harvard University.

The program, conducted in partnership with the Neiman Foundation at Harvard, helps journalism and media managers achieve success in all departments, including editorial, sales and marketing, and product development.

In 2008 and 2010, Woods was one of 20 editors chosen for Knight Center for Digital Media fellowships at the University of California, Berkeley. In 2009 he was selected to attend the Maynard Institute's Multimedia Program for Editors at the University of Nevada-Reno.

Woods became *The Globe's* first internet editor in 2005.

- **Caruthersville** — Early in February, the *Democrat Argus* switched from carriers to third class mail for delivery

of its *Bootheel Beacon* shopper in Caruthersville, Hayti and the area.

The *Democrat Argus* also moved up its production schedule to allow for Wednesday delivery to subscribers.

- **Washington** — *The Missourian's* website, emissourian.com, now has a calendar where registered users of the website can post their events.

- **Alma** — The *Santa Fe Times* has moved to 103rd St., Suite A, in Alma.

- **Park Hills** — The Park Hills-Leadington Chamber of Commerce Annual Banquet ended with the presentation of the *Daily Journal's* Citizen of the Year Award to Park Hills Fire Chief Jackie Wagganer.

Daily Journal publisher Gary Berblinger presented the award during the banquet in Leadington.

- **Columbia** — *Daily Tribune* managing editor Jim Robertson moderated a discussion recently on Columbia Access Television about the Missouri initiative petition process.

The League of Women Voters program "Petitions: Citizen Democracy or a Tool for Rich People and Out of State Groups?" aired a number of times. It can be viewed at columbiaaccess.tv.

Panelists were Rep. Chris Kelly, D-Columbia; Ryan Hobart, communications director with the Missouri Secretary of State's Office; and University of Missouri political science professor Marvin Overby.

- **St. Joseph** — A News-Press & Gazette Co. television station in Palm Desert, Calif., has purchased a competing station in nearby Thousand Palms, Calif.

David Bradley, chairman and CEO of News-Press & Gazette, said the Palm Desert operation likely would move to the facility in Thousand Palms. About 30 people were laid off.

The purchase gives NP&G station affiliates of ABC, CBS, Fox, CW and Telemundo in that market.

- **Springfield** — As it converted to a new computer system in January, the *News-Leader* began phasing in a larger

type size for its news stories, from 9 point to 9.5 point.

- **Wellsville** — The *Optic News* in January began publishing old photos from its archives. Readers are asked to help identify the people or activity in the photos if the archive does not provide that information.

Readers were invited to stop by the newspaper office and get the photos.

- **Cameron** — Cameron Newspapers and a local radio station will hold a forum on March 30 for the public and the four candidates for Cameron city council. Voters were invited to submit written questions to be asked.

- **Boonville** — GateHouse Media, the owner of the *Daily News*, has placed the newspaper building at 412 High Street and other local properties up for sale. The newspaper reported that it no longer needs all of the space.

- **St. Louis** — Judge Nathan B. Young, a Yale Law School graduate and co-founder of the *St. Louis American*, practiced law in St. Louis for nearly 40 years. He also produced many paintings that chronicled the changes and development of the American experience for African Americans.

Some of Young's paintings are featured in "Spirit and History," an exhibit running through March 4 at the Saint Louis University Museum of Art.

- **Monroe City** — The *Lake Gazette* has a new website — lakegazette.net — that loads faster than the old site and streamlines navigation. It includes a new Community Calendar with easy uploading for the public.

- **Slater** — The *Main Street News* sponsored a Valentine's Day Free Meals for Sweethearts drawing. Local businesses offered free meals for two, and everyone was invited to stop in the newspaper office to enter the drawings.

- **Houston** — The *Herald* has a new metered model for its website, providing free access for subscribers to its 62-year digital archives and a new electronic edition with the look of a newspaper.

The first 12 stories read on the website every 30 days are free. After that, readers are asked to subscribe. Print subscribers are asked to pay \$1.25 a month, non-subscribers \$2.25.

Digital subscribers also have access to the e-edition and the mobile version for their smartphones.

- **Eldon** — The *Eldon Advertiser* and other Vernon Publishing Co. papers have resumed running television listings, which were pulled earlier because of the cost.

The papers reported that several area businesses responded to the readers' desire to have the listings in the papers and are supporting them through advertising in the papers.

- **Brookfield** — The *Linn County Leader* and a local radio station have started a news sharing agreement.

Listeners to Mike in the Morning on KDWD will now hear the My County 99.1/Linn County Leader Newsroom where they will get glimpses into the most recent editions of the *Linn County Leader*.

Dustin Watson, *Leader* sports editor, said, "We feel that the radio audience will find our news and sports coverage

to their liking, and will see the value of getting the full story in the *Linn County Leader* and on our website, linncountyleader.com."

- **Cape Girardeau** — The *Southeast Missourian* has dropped its \$2.95 monthly fee for subscribers to the printed paper to get unlimited access to semissourian.com. Non-subscribers pay \$7.95 a month for total access.

Subscribers to the printed paper also now receive free access to the *Southeast Missourian's* content through mobile applications.

- **Eldon** — Vernon Publishing Co. newspapers offered candidates in their communities free announcements of their candidacy, up to a 250-word limit.

Papers in Eldon, Tuscumbia, Stover, Tipton and Versailles asked candidates to submit biographical information and statements about why they were running, along with photos of themselves.

"This will be the last opportunity for free election exposure prior to the April election," the papers wrote. "The candidate will be responsible for promoting his or her campaign further through print advertising."

Lebanon paper sued over reporting of police dispute

The *Lebanon Daily Record* has been added as a defendant in a civil suit involving a dispatcher from the Lebanon Police Department who claims that the publication damaged her with its reporting.

The dispatcher is asking for more than \$25,000 per count in a two-count suit that alleges her former supervisor with the Lebanon Police Department and the *Daily Record* intentionally made false claims about her.

The plaintiff claims she has suffered severe emotional and social problems as a result of the claims.

She also alleges that the *Daily Record* knowingly and intentionally published false and misleading statements, that

the defendants knew or should have known the statements were false, and that they publicized the false statements with malicious intent.

The *Daily Record* stands behind its reporting, editor Julie Turner-Crawford said.

During its reporting of the incident involving the dispatcher, the *Daily Record* upheld its policy of not releasing the names of those not charged with a crime, and did not name the person until she filed suit against her former supervisor, Turner-Crawford said.

Once that suit was filed in Laclede County Circuit Court, it became an open record, she said. (From the *Lebanon Daily Record*)

More than 1200 downloads of our recent youth features

Watch for new projects coming in spring

Out of the hundreds of features/series that are downloaded from www.mo-nie.com each year, more than 1,200 newspaper log-ins have been recorded in the past 11 months accessing six youth series we created in the past year.

That's amazing traffic and shows just how engaged community newspapers continue to be with young readers. And it illustrates how Missouri Press continues to meet our goal of creating quality content to help newspapers of all sizes reach young readers.

Last spring we released The Lost Ladybug series in partnership with Cornell University. Two features told the story of the near demise of several domestic ladybugs and encouraged readers to become citizen scientists and photograph local ladybugs.

The series was time sensitive through October in our region, and during that period 109 newspapers downloaded the features. A recent story in *USA Today* shared the success of The Lost Ladybug Project — they've received more than 13,000 photographs!

I'm certain our efforts contributed to that success. And thanks to a mild winter, this spring may be optimal for ladybug locating, and more newspapers may take advantage of this terrific science series.

The sesquicentennial of the Civil War is under way, and our features tied to the war have been hugely popular with newspapers across the country. We've produced three different projects.

In April 2011 we released a revised version of a series created by *The Joplin Globe*, "A Nation Divided: The Ameri-

can Civil War." To date, 381 newspapers from Missouri and beyond have downloaded the 10-part series.

We provided 10 companion educational pages that newspapers could post on their websites, but many have chosen to publish those in the newspaper as well. The commemoration will last through 2015, but the story of the Civil War will always be important, so we anticipate interest in this series to continue.

In September, MPA and The Missouri Bar produced another important feature highlighting the Constitution. Sept. 17 is Constitution Day, a day public schools are, by law, supposed to teach students about the Constitution. Our feature compared the Missouri Constitution to the United States Constitution.

Schoolteachers told us there was a lack of material about our state Constitution. We now have an archive of four different features newspapers can use in September to help educate readers of all ages on our nation's founding document. 49 newspapers pulled features from that archive in the past year.

Just in time for Veteran's Day, we published a feature on U.S. Flag Etiquette created with funding from The Missouri Bar. In just three weeks, 267 newspapers downloaded the feature! More than 150 were Missouri newspapers, and the rest were from 19 other states, including 32 papers in Indiana, 27 in New York and 15 in Colorado.

This feature should continue to be popular in November, but also in June for Flag Day.

In November MPA again partnered

with The Missouri Bar on a four-part series teaching about the Civil War Amendments — the 13th, 14th and 15th. So far, 39 newspapers have used this series, and we anticipate it will be popular again this fall.

The final feature included in the 1,200 downloads we tracked for this column was our serial story, "Patriotic Pals, Tails of the Civil War." This nine-part series was offered to Missouri newspapers through our annual Reading Across Missouri project and to newspapers nationwide through a Reading Across the Nation project with the National Newspaper Association.

All newspapers have six months to publish this story at no cost. So far, 119 Missouri newspapers have downloaded the story using our code: readmo12. Newspapers from 42 other states — 262 so far — have downloaded the files using the NNA code: nnaread. This is by far our most popular serial story to date.

These facts and figures don't include our 32 other serials or hundreds of other features that are accessed through our online archive daily. It's rewarding to see the service we provide to community newspapers nationwide and to know the role we have and continue to play in helping newspapers connect with readers, young and older, in their communities.

Three new projects are in production and will be released this spring! "Windows to the Past" is a new eight-chapter serial story that commemorates the 100th anniversary of the Girl Scouts, a six-part gardening series is being created in partnership with University of Missouri Extension, and a feature tied to the anniversary of the Joplin tornado will be released before May 22. Watch mopress.com, email updates and our MPA publications for details.



Dawn Kitchell is MPA's NIE director. Contact her at (636) 932-4301; dawn.kitchell@gmail.com.

You can still download for free our most popular feature ever, "Patriotic Pals, Tails of the Civil War."

Study shows work needed at museum in Arrow Rock

The building in Arrow Rock that houses the Missouri Press Foundation's Print Shop Museum needs work, a study has shown.

In February 2011, Jeffris Heartland Fund, administered by the National Trust for Historic Preservation, awarded the Friends of Arrow Rock a \$25,000 matching grant to fund Historic Structure Reports for five 19th-century properties.

The grant was matched by a \$25,000 gift from the William T. Kemper Foundation, Commerce Bank Trustee, and gifts from the Board of Governors of the Miller Gift and proceeds from the Friends of Arrow Rock's 50th Anniversary Capital Campaign.

The study, which has just been completed, reveals \$319,000 of high priority needs for the John P. Sites House and Gun Shop, the Masonic Lodge Hall, the I.O.O.F. Lodge Hall, which houses the Print Shop Museum, and the Miller Bradford House.

"These five buildings have an average age of about 160 years, so it is not surprising that they all need definitive restoration and preservation work," said Friends of Arrow Rock president Tom Hall. "We have never had this depth of analysis on any of our buildings before. We now know exactly what needs to be done and how much it will cost to do it. We are indebted to the National Trust and the Jeffris Foundation for providing the impetus for such vital reports."

Founded in 1959, the Friends of Arrow Rock owns or leases 13 historic properties in the National Historic Landmark Village of Arrow Rock, providing tours, lectures, children's educational programs and publications. This year, Arrow Rock celebrates 100 years of historic preservation dating back to the first group who met in 1912 to form a local chapter of the National Old Trails Road Association.

Through the years the Missouri Press Foundation has helped the Friends of Arrow maintain the I.O.O.F. Lodge Hall and Print Shop building.



Weatherbird has 'birdday' party

The *St. Louis Post-Dispatch* held a "birdday" party on Feb. 9 at 4 Hands Brewing Co. for the Weatherbird. The oldest continuously published cartoon in American journalism turned 111 early in February. Weatherbird artist Dan Martin, the fourth artist for the daily page 1 cartoon, was at the party drawing Birds and signing autographs. Some sweet treats served at the party featured Weatherbird, too (below right). The *Post-Dispatch* posted photos from the party and historical information and old versions of Weatherbird. The birdday party photos were taken by Gary Hairlson, the *Post-Dispatch's* video editor.



Letter

'People are crooks if they want to hide public notices' online

Hi (Missouri Press).

I like your magazine. Bill Bray and I always argued that he should be sending out a tabloid. He wasn't in the magazine business. Well, you know how stubborn he was.

On the back page of your (February) issue is a good plug for government pub-

lic notices. An important point to always make: If it's printed black on white in ink on paper, it is a more permanent record. An item on the internet is here today and gone tomorrow.

People are crooks if they want to hide public notices in a medium which is gone when the lights are out.

MAINTAIN, Ben Blackstock

(Ben Blackstock is a former longtime executive director of the Oklahoma Press Association and close friend of the late Bill Bray, former MPA executive director.)

Development authorities should do business openly

Minor statute change makes them 'public'

Recently, a reporter called to discuss in detail whether the local Industrial Development Authority was subject to the sunshine law. It's something he and I have been discussing for some time, and I thought perhaps that some of you may be having the same issue.

Industrial Development Authorities, generally known as IDAs, are created by statute in Missouri. Chapter 349, Section 349.012, provides for the creation of corporations "to promote commercial and industrial development and, in order to achieve such promotion, to engage in any activities, either on its own or in conjunction and by contract with any not-for-profit organization, which it deems necessary to carry on such promotional work."

As detailed in the statutes, the organizations have the power to issue bonds without voter approval, loan proceeds of the bonds for the purchase and construction of development projects, lease or sell property and collect rents and fees for their services.

And the issue of whether these entities are governed by the sunshine law was discussed specifically in the case of *Champ v. Poelker*, a 1988 case that was heard in the Court of Appeals for the Eastern District of Missouri in St. Louis. In that case, the court held that the IDA was NOT a public governmental body as that term was defined in the definitions section of the sunshine law in Section 610.010 in 1988.

However, what is critical to the full understanding of this issue is that the definition of a "public governmental body" that the court in *Champ* relied on was *amended* in 1998 in House Bill 1095. It was a minor change, but might

be of major significance in determining whether the court's holding in *Champ* still applies.

Before 1998 the definition section of the law spoke specifically of "legislative or administrative governmental entities." The term "administrative governmental entity" was the phrase that was the underpinning of the holding in *Champ*. Today, the law specifically is defined as applying to "legislative, administrative OR governmental entities" created by statute. Therefore, is an IDA an "administrative entity ... created by statute" under the terms of the sunshine law as it exists today?

Back when *Champ* was decided, the court talked about it not being able to tax, formulate governmental policy or promulgate rules. But the court also noted that its purpose benefitted the public. And the court specifically noted in *Champ* that if the legislature wanted non-governing entities to be included in the sunshine law, it would have struck the term "governmental" from the definition.

Well, it seems that is exactly what the legislature did in 1998 when it amended this definition of public governmental bodies. And in that one slight change, I believe the legislature may have wiped out the underpinnings of the *Champ* case law holding as far as it relates to Industrial Development Authorities being subject to the sunshine law.

After all, clearly these are entities that handle public funds and most voters perceive as being public bodies. Therefore, while I can't say that there is existing case law supporting my point, I do think I'm right about this issue.

If your IDA claims it is not subject to the sunshine law, ask them to run



Jean Maneke, MPA's Legal Hotline attorney, can be reached at (816) 753-9000, jmaneke@manekelaw.com.

Call me for a sample of a Terms of Use statement for people who comment on your website.

this analysis by their attorneys. They are spending public funds and this may be what you need to get access to their budget and meeting notices or minutes.

On another note, I don't want to spend an entire column on the subject of Terms of Use for your websites, but if you don't have such a document for those who are commenting on your newspaper websites, I'd be happy to supply several samples to you. As we discussed at regional press association meetings last year, I believe it's important for those who are commenting on your websites to do some kind of "click-through" acknowledgment of having reviewed and accepted your terms of use before they can comment, in order to protect the newspaper from subpoenas and for intellectual property reasons.

If you want to see some samples, contact me and I'll be happy to supply them. I am sure there are many others that are excellent, but they will give you some idea of what you might want to use if you are thinking about this issue.

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CALENDAR

March

8-9 — NNA "We Believe in Newspapers" Leadership Conference, Washington, D.C. (formerly GAC)

9 — Missouri Press Foundation / Reynolds Journalism Institute news skills workshop, Columbia

11-17 — National Sunshine Week

15 — Missouri Sunshine Coalition program celebrating Sunshine Week, 5-6:30 p.m., RJL, Columbia

15 — MPA Political Advertising Workshop, 9-11 a.m., Bethany Chamber of Commerce

April

12-13 — Ozark Press Association meeting, Branson

19-20 — Missouri Advertising Managers' annual meeting, Courtyard by Marriott, Columbia

26 — Missouri Press Foundation board meeting, Columbia

26 — MPA Past Presidents and Spouses Dinner, Columbia

May

3 — Premiere of MPA film "Deadline In Disaster" about *The Joplin Globe's* response to the May 22 tornado, Missouri Theater, Columbia

24 — Showing of "Deadline In Disaster," Fox Theatre in Joplin

June

1 — Southeast Missouri Press Association meeting

22 — Northwest Missouri Press Association meeting, St. Joseph

September

20-22 — Missouri Press Association 146th Annual Convention, Holiday Inn Executive Center, Columbia

October

4-7 — 126th annual National Newspaper Association Convention, Charleston, S.C.

You do.



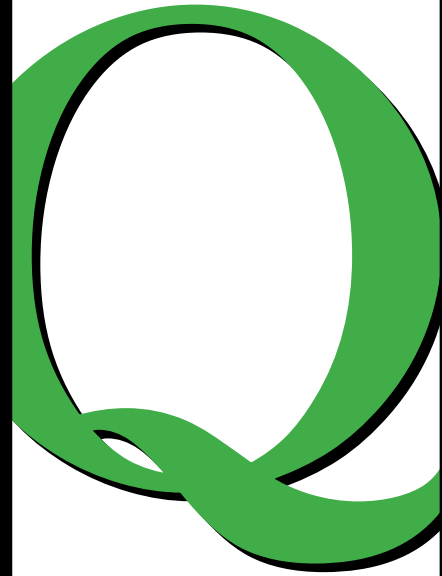
Answer

Hardly a week passes without some small public notice being printed in your local newspaper. Those legal advertisements, which are required by state law to be published in a newspaper, affect you, your family, your friends and your business.

They show how your government is being run, how much money is being spent and on what. They keep you in touch with government through your newspaper.

That's the whole idea.

And when a public notice is printed in a newspaper, it's there for all time for everyone to see.



Question

Who benefits from those Public Notices?



**Missouri Press
Association
supports your
right to know**